

Let's finish Publix' greatest year by making December its greatest month!

EXTRA!

Sixteen Big December Prizes!

Publix



Opinion

The Official Voice of Publix

Let's finish Publix' greatest year by making December its greatest month!

EXTRA!

Vol. III

Publix Theatres Corporation, Paramount Building, New York, Week of November 22nd, 1929

No. 11

NATION-WIDE POST OFFICE TIE-UP SOUGHT IN DECEMBER PROFIT-DRIVE

ALL PUBLIX AROUSED IN DRIVE FOR XMAS PROFITS

Promptly accepting and meeting the challenge to their energy, ingenuity and resourcefulness contained in the December Profit Drive to combat the yearly pre-Christmas slump, Publix showmen all over the circuit have risen like one man, prepared for box office battle!

From metropolitan deluxe palaces, from obscure, small town operations, from the North, South, East and West, reports come pouring in which bear eloquent testimony to the feverish activity going on throughout the entire circuit in an effort to present a solid front to turn in Publix' GREATEST Month.

With these reports, a flood of remedies, suggestions, and ideas have been submitted in response to PUBLIX OPINION'S call for help in a former issue. Some of these stunts are already in work. Others, that were not adaptable to the operation of the sender, were submitted in the hope that they might be useful elsewhere along the circuit. Most important of all, everyone is on the alert. Thinking, planning, digging up old records, making tie-ups, planting stories, inundating their town with ballyhoo in every conceivable form. It is evident that all Publix is deadly in earnest; Publix showmen are firm in their decision to make the coming month the banner profit-period of the year.

(Continued on page 2)

'THE TRESPASSER' BREAKS RECORDS

"The Trespasser," starring Gloria Swanson, broke records during its second week at the Rialto Theatre and was expected to also set a new mark for the third week of its run. It will be followed at the completion of its engagement by "The Virginian," another record-breaker.

PARAMOUNT NEWS SHOT OF POSTMASTER - GENERAL MAY START BALLYHOO AVALANCHE

Developing the idea of a Santa Claus trailer for the December Profit-Drive, suggested in a former issue of PUBLIX OPINION, David J. Chatkin, General Director of Theatre Management, has made arrangements with Paramount Sound News to try to get a special news shot of the United States Postmaster General delivering his "Shop and Send Early" message to a Santa Claus. This

news shot, flashed in every Publix theatre, would be the basis of one of the most sensational nation-wide advertising and exploitation drives in film history, which will boost the Dec. 1 to 31 anti-slump push into the box-office peak of the year.

The news shot would be limited to a general plea to the public made by the Postmaster General to Santa Claus who would, in turn, address the audience and ask them to follow the postal official's instructions. Dove-tailed into this news shot will be the local trailer of the individual theatres. These will state that, in order to co-operate with the postmaster-general and to make this Yuletide a truly joyous holiday for everyone, this theatre has booked four stupendous attractions, sure to draw shopping crowds downtown four consecutive weeks before Christmas. The regular trailers on the four pictures booked will follow.

The value of this combination news shot and trailer as an advertisement (Continued on page 2)

YOUR XMAS GIFT!

Your Editor has promoted sixteen valuable gifts, enumerated below, which will be mailed out to the senders of the sixteen most practical 1-page special-delivery-air-mail letters received up to Nov. 29, on the problem of making the DECEMBER DRIVE FOR 31-CONTINUOUS PROFIT DAYS, an actuality. Up to now, nearly 100 have been received, but we won't be satisfied until we hear from every theatre. The only restriction is on non-thynk communications and the seven days remaining in which to write.

Do you want 'em? Here they are:

(1) Elgin Wrist Watch (2) Watch (3) Cuff links, stud and chain (4) Clarke lighter (5) Scheafer Pen-and-pencil set (6) Bowman gold knife and chain (7) Wahl Desk Set (8) Wrist Watch (9) Leather Briefcase (10) Gladstone Bag (11) Silver cigaret and cigar service, humidior, lighter, tray, individual ash trays, cigaret box (12) English kitbag (13) Remington Portable typewriter (14) Desk lamp and two fountainpens (15) Thermos motor lunch kit in leather case with service for six people, jugs and bottles—empty (16) Golf outfit, five clubs, dozen balls and bag.

The judging committee is composed only of Your Editor, so there will be no dissenting voices if your letter is worth reading-time. C'mon! Hop 'em In! Lively, Boys!

All Not Quiet On Western Front!

With enthusiasm rapidly spreading all over the circuit as the big pre-Christmas push got under way, the West Coast Theatres have swung into stride and are concentrating all efforts to make the December Profit-Drive the biggest box-office stampede in history. Division Director Ralph E. Crabill has wired instructions to all towns under his jurisdiction which are now being put in effect.

Special Christmas trailers are being prepared which will follow the Postmaster General news shot (if made) and sell the super-attractions booked to combat the pre-Christmas slump. In addition to this, the ad schedules are being carefully gone over with a view of using extra space for this period. Publicity Directors are dipping into the "old hokum bucket" and preparing a formidable array of stunts to be used daily in order to keep the drive alive.

ANNIVERSARY IS PROFIT GETTER

The anniversary stage show at the Brooklyn Paramount Theatre, with Clara Bow's "Saturday Night Kid," set new Friday and Saturday marks there and came within \$100 of topping the Sunday high record.

No "Santa" Trailer From Home Office

The newsreel shot of the Postmaster-General, if it comes thru eliminates necessity of the Home Office sending you a santa trailer. All "Shop Early" trailers will have to be made locally by you from ideas and copy hunches already printed in PUBLIX OPINION.

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of the important material contained in this issue, properly classified, will be found on page 12.

Sound News

"Paramount Sound News is a trademark for Paramount," says A. M. Botsford, Director of Advertising and Publicity, "Wherever possible in newspaper advertising please put in Paramount Sound News. You will notice that Fox thinks well enough of his sound news to insert it in all his theatre advertising and certainly Paramount, the best sound news service in the market, should proclaim its presence in our Publix Theatres."

LET'S GO, BOYS!

The following wire was sent out by Division Director Arthur L. Mayer to all the division and district managers under his jurisdiction:

I count on you boys to come through with a bang on the December Drive. Have you thoroughly digested last two weeks PUBLIX OPINION, which is a mine of suggestions? Also have you or the managers any additional good ideas? If so, send them in immediately. Everyone of us is going to be judged in great measure on the December showing. Advise me without delay what you are planning and how I can help you. Regards.

ALSO SEE — PAGE 5
BOTTOM COLS. 1 and 2

DECEMBER DRIVE HUNCH ON PAGE 8-9

ALSO SEE — PAGE 5
BOTTOM COLS. 1 and 2

A Hunch for FREE Full Page Ads that sell tickets! Read it carefully! Adapt and improve on it! Then DO IT!

MR. CHATKIN'S INSTRUCTIONS ON PRE-VIEW PRINTS GIVEN

Confirming the arrangements completed between Paramount's Production and Distribution Departments and Publix Theatres concerning the preview prints mentioned in the last issue of PUBLIX OPINION, David J. Chatkin, General Director of Theatre Management, has issued a complete set of instructions to theatre managers for the proper handling of these prints:

"This is a tremendous step in the right direction," declared Mr. Chatkin, "and should aid greatly not only from the standpoint of seeing all Paramount pictures long before play dates, but should reflect itself definitely at the box-offices; particularly in the selling of what we term 'average pictures.'"

The instructions listed below must be strictly adhered to. Division and district managers have passed these instructions on to the theatre managers in order to insure against a slip up of any kind in having this plan work smoothly.

Mr. Chatkins instructions are as follows:

"Unless otherwise advised all prints will be shipped from the West Coast laboratory direct to the Paramount Exchange in each respective district, with the exception of Toledo and El Paso, in which cases the laboratory will ship direct to the theatre. The Paramount Exchange will mount and re-ship to the first theatre indicated on your list.

"On the arrival of the prints at the theatres same are to be inspected and the condition of same to be reported on a form that will be supplied for that purpose; also the date and time of arrival is to be noted on that report.

"These prints must be screened on the same day that they are received and forwarded to the next town immediately after screening, or on the next train.

"The manager of the theatre is to notify the manager of the theatre at the next town the time same went forward to him and the title of the picture.

"These screenings are for Publix employees in the respective cities and the Paramount Branch and District Managers. There are positively to be no invitations extended to any outsiders regardless of who they may be. This rule must be strictly adhered to.

"It has been definitely agreed that under no circumstances are these prints to be used at any time for exhibition purposes, except by mutual consent of the Paramount Branch Manager and the District Manager of Publix.

"In each instance the last town using these prints is to return the print to the Paramount Branch as indicated.

"There is being appointed in the Home Office one person who will have definite charge of these prints—pertaining to their shipment, date of arrival, routing, etc., and will be under the direction of Mr. Netter.

"You will be definitely advised as to the shipping date from the laboratory and the date of arrival of the print at

the Paramount Exchange; also the date it should arrive at the first theatre.

"We have definitely agreed that these prints will be back in the Paramount Branches on national release date. If there is sufficient time, after the print has completed its route, we are to have the privilege of sending this for screening purposes to the secondary towns so long as the print gets back into the exchange as previously stated, on national release date.

"The first seven subjects that are to be shipped and the dates they are leaving the laboratory are: **HALF WAY TO HEAVEN**, Nov. 12th; **MARRIAGE PLAYGROUND**, Nov. 23rd; **POINTED HEELS**, Nov. 25th; **MEDALS**, Nov. 30th; **KIBITZER**, Dec. 2nd; **APPLAUSE**, Dec. 5th; **FLESH OF EVE**, Dec. 18th. All of these are shipped from the West Coast except "Applause" which comes from the East Coast.

CORRECTED ROUTE

Because of the changes made in the routes of the prints given in a former issue of PUBLIX OPINION, the complete corrected route is re-printed. Only the West Coast route is given inasmuch as the East Coast route is identical except that it is reversed.

PRINT No. 1—Toledo, Paramount; Youngstown, Paramount; Rochester, Eastman; Buffalo, Buffalo; Newburgh, Broadway; Poughkeepsie, Stratford; Return to New York Exchange.

PRINT No. 2—Boston, Scollay Sq. Building (where all the managers of the theatres of greater Boston will be present). Springfield, Paramount; Westbrook, Me., Star; Bangor, Opera House; Return to Boston Exchange.

PRINT No. 3—Charlotte, Imperial; Spartanburg, Montgomery; Greenville, Carolina; Columbia, Imperial; Raleigh, Palace; Greensboro, Carolina; Winston-Salem, Carolina; Return to Charlotte Exchange.

PRINT No. 4—Jacksonville, Florida; Daytona, Florida; Tampa, Tampa; Miami, Olympia; W. Palm Beach, Kettler; Savannah, Lucas; Macon, Rialto; Return to Jacksonville Exchange.

PRINT No. 5—Atlanta, Paramount; Birmingham, Alabama; Montgomery, Empire; Chattanooga, Tivoli; Knoxville, Tennessee; Asheville, Imperial; Return to Atlanta Exchange.

PRINT No. 6—New Orleans, Saenger; Baton Rouge, Columbia; Alexandria, Rapides; Shreveport, Strand; Monroe, Saenger; Jackson, Majestic; Mobile, Saenger; Pensacola, Saenger; Return to New Orleans Exchange.

PRINT No. 7—Dallas, Palace; Fort Worth, Worth; Waco, Waco; Austin, Majestic; Houston, Metropolitan; Harlingen, Arcadia; San Antonio, Texas; Return to Dallas Exchange.

PRINT No. 8—Oklahoma City, Criterion; Enid, Criterion; Chickasha, Rialto; Fort Smith, New; Little Rock, Capitol; Texarkana, Saenger; Paris, Paris; Denison, Rialto; Return to Oklahoma City Exchange.

PRINT No. 9—Omaha, Paramount; Sioux City, Capitol; Des Moines, Paramount; Marshalltown, Casino; Waterloo, Paramount; Cedar Rapids, Paramount; Davenport, Co-

PUBLIX FIGHTS FOR XMAS PROFITS

(Continued from Page 1)

Re-read your suggestions in the last two issues. Study them carefully. Pick out the ones that are applicable to your operation and **PUT THEM IN EFFECT AT ONCE!** Also, if you have not as yet sent in your suggestions, or the report of what YOU are doing, do it IMMEDIATELY so that others might benefit from your ideas as you are benefitting from theirs. Read the list of gifts offered for your suggestions, in another column.

CHATTANOOGA CHANGES

Paul Short, manager at the Rialto Theatre, Chattanooga, has succeeded J. L. Cartwright who resigned as manager of the State, Chattanooga.

Joseph MacDonald, formerly Chief of Service at the Tivoli, has been appointed manager of the Rialto succeeding Short.

lumbia; Return to Omaha Exchange.

PRINT No. 10—Minneapolis, Minnesota; Rochester, Chateau Dodge; Eau Claire, State; Duluth, Lyceum; Grand Forks, New Grand; Fargo, Fargo; Return to Minneapolis Exchange.

PRINT No. 11—Denver, Denver; Colorado Springs, Rialto; Pueblo, Colorado; Salt Lake, Capitol; Provo, Paramount; Ogden, Orpheum; Return to Denver Exchange.

PRINT No. 12—Yuma, Yuma; Phoenix, Orpheum; El Paso, Wigwam; Amarillo, Mission; Vernon, Vernon; Wichita Falls, Majestic; Abilene, Majestic; Brownwood, Capitol; Temple, Arcadia; Corsicana, Palace; Return to Dallas Exchange.

NEWS REEL SHOT OF POSTAL HEAD TO AID BALLY

(Continued from Page 1)

tising medium for your coming attractions—and its effectiveness is beyond question—will be completely overshadowed by the enormous exploitation possibilities afforded by a tie-up with the local postmaster. When the boss speaks, his subordinates are always eager to do his bidding.

See Your Postmaster

Next week's issue will tell you if this newsreel shot was made. Then you can go to your local postmaster and tell him that Publix Theatres Corporation, which you represent in that town, has suggested the idea to the Postmaster General and he was quick to avail himself of the excellent opportunity afforded him to publicize the "Shop and Send Early" movement. Tell him that here's a good chance for him to get in right with his boss by helping locally to carry out the national plea of his superior in Washington.

When you have him all hopped up about it, explain your plan to him. You will furnish him with 50,000 heralds. One side of the herald will carry the Shop Early copy. The other side will carry these heralds in every home they visit. Also, have cards, carrying the message of both sides of the herald tacked up on every mailbox and banners on every mail truck.

Easing Burdens

Sell him on the idea! Explain to him the obvious advantages for him. If he puts it over in a big way, not only will he get himself in right with his boss, but the combined publicity of your theatre

"The Virginian" On Rampage!

The following is a copy of a wire received from Arch Reeve on "The Virginian":

"Unprecedented in history of Paramount Theatre, Los Angeles, a real motion picture event occurred today when 'The Virginian' started its third triumphant week. The second picture ever held over at Paramount Theatre for more than one week, 'The Virginian' sets a new record by its second holdover. Paramount Theatre went to all sound policy in May this year and since then biggest weeks were crossed both by 'Thunderbolt' and 'Dangerous Curves.' 'The Virginian' in first week smashed this record. Second week ending yesterday also beat previous record. Picture opened big again today on first day of third week's run and is confidently expected to give house another week of covered wagon importance. Regards."

and his post office department will ACTUALLY get people to do their shopping and sending early. This will greatly ease the tremendous burden his department has to carry every year about this time and it will help him make a better showing for his superiors.

REMEMBER THIS! The time to do this is IMMEDIATELY! If you wait, it's no good. As soon as the heavy Christmas mailing starts, the postal facilities will be so over-worked that the mail carriers will be unable to deliver your heralds. It's essential for the postmaster and for you to start publicizing the idea NOW! So hop to it!

SONGS FEATURED IN PICTURES

PARAMOUNT

PICTURE	SONG
Love Parade	Dream lover My love parade Let's be common Nobody's using it now
Sweetie	My sweeter than sweet Alma mammy He's so unusual I think you'll like it Bear down Pelham Prep step
Behind the Makeup	Never say die
Kibitzer	Just wait and see sweetheart
Applause	What wouldn't I do for that man Give your little baby lots of lovin'
Battle of Paris	They all fall in love Here comes the bandwagon When I am housekeeping for you What makes my baby blue?
Glorifying the American Girl	There must be someone waiting for me I'll be there What wouldn't I do for that man Vagabond lover
Pointed Heels	I have to have you

TIFFANY STAHL

Peacock Alley	In dreams you still belong to me Everybody's gal
The Wrecker	Are you really mine?
Woman to Woman	Sunshine of my heart, A'toi

PATHE

Lucky in Love	Love is a dreamer For the life o'you and me
---------------	--

WILLIAM FOX

Love, Live and Laugh	Mi querida Two little baby arms If you believe in me
Romance of the Rio Grande	You will find your answer in my eyes Ride on Vaquero When my toreador starts to snore
Song of Kentucky	Sitting by the window A night of happiness
They Had to See Paris	I could do it for you

UNITED ARTISTS

Song of Broadway	With you Alice in Wonderland Putting on the ritz
The Trespasser	Love your spell is everywhere

WARNER

PICTURE	SONG
Skin Deep	I came to you
So Long Letty	So long Letty My strongest weakness is you One sweet little yes Beauty shop Clowning
Sacred Flame	Sacred flame
Is Everybody Happy?	Wouldn't it be wonderful? I'm the medicine man for the blues Samao New Orleans In the land of jazz
Isle of Lost Ships	Ship of my dreams
In the Headlines	Love will find a way
Evidence	Little Cavalier
Forward Pass	Huddlin' H'lo baby I've got to have you One minute of heaven

METRO GOLDWYN MAYER

Devil May Care	Charming If he cared? Why waste your charm? Shepherd's serenade
Road Show	Love ain't nothin' but the blues Dynamic Personality
Untamed	Chant of the jungle That wonderful something is love

FIRST NATIONAL

Love Racket	Because you belong to me
Paris	Miss Wonderful Somebody mighty like you My lover I wonder what is really on his mind? In the land of going to be Don't look at me that way Hang on to a rainbow Hollywood I've got an eye on you
Show Girl in Hollywood	

RADIO KEITH ORPHEUM

Jazz Heaven	Someone
Rio Rita	Rio Rita You're always in my arms, but only in dreams If you're in love you'll waltz? Kinkajou I'm following the sun around Sweetheart we need each other Rangers song
Tanned Legs	Tanned legs You're responsible With you with me
Delightful Rogue	Gay love
Half Marriage	After the clouds roll by

HELP TO IMPROVE YOUR NEWS- PAPER

"Please let me have your suggestions as to just what can be done to make PUBLIX OPINION a better publication than what it is now, if that is possible.

"I have in mind that possibly indexing the various subjects in a manner better than we now do and try to make the paper more easy to approach from a standpoint of detailed, helpful information.

"At any rate I want you to think about this carefully and when I have your replies let those replies be the result of very definite, careful thought."

SAM KATZ

Dave Rubinoff Scores Big Hit In Broadcast

Dave Rubinoff's initial Paramount - Publix broadcast, two weeks ago, was a most auspicious one, inasmuch as the compositions he rendered that night, brought forth commendatory acclaim from thousands of radio listeners, as evidenced by the hundreds of letters, postal cards and telegrams received by him, following his Paramount - Publix Hour debut.



Dave Rubinoff

His total commendations from this broadcast, were only exceeded by those of Jeanette MacDonald, prima donna lead in "The Love Parade," with Maurice Chevalier, which successfully opened at the New York Criterion last week, and "The Vagabond King" with Dennis King.

Rubinoff was Guest Conductor at the fourth anniversary of the Publix Metropolitan in Boston, and the second anniversary of the New York Paramount and has just completed directing the overtures for the first birthday of the Brooklyn Paramount. He is said by "Variety" to have an aptitude for synopating the classical melodies and culturizing the modern jazz tunes, that places him among the ace showmen of the day. His own score "Rubinoff's Rhapsody," is a sensational overture that exemplifies the very characteristics of this noted violin virtuoso.

An Advertising Tip

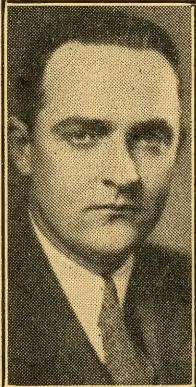
Madeline Woods, Publicity Director of Publix Great States Theatres in Chicago, issued drawings of clock faces and time hands to the managers, telling them to cast them and use them in ads for special pictures, holiday shows and the like, and have copy attached reading "Best Seats Obtainable Without Waiting Between-and-".

MEET THE BOYS!

To promote acquaintance, respect and mutual understanding of the splendid individuals who comprise Publix, these one-minute biographies are offered. They're not printed as vanity ticklers for the showmen here portrayed. We want the photo and biography of everyone in Publix.

JOHN E. CARR

John E. Carr's first contact with the theatre game was in 1910, when he operated a motion picture machine at a summer resort. In the Fall of that year, he associated himself with the Michael Shea Theatres in Buffalo, as treasurer of the Court Theatre. Two years later, Carr entered the General Film Company as booker, only to leave that concern a little while later to join the Sherry Feature Film Company as booker and assistant office manager.



John E. Carr

After spending two years in the U. S. Navy during the war, Carr re-entered the show business as manager of two theatres for the General Theatres Corp. In 1921 he returned to the Shea organization as manager of the North Park.

COEY P. MALPHURS

Coe P. Malphurs, a graduate of the first Managers' School and also of the University of Florida, is at present assigned to the Oakley Theatre, Lake Worth, Fla., as manager. Upon Malphurs' graduation from the Managers' School, he was sent to the Stanley, West Palm Beach, Fla. He also handled advertising and publicity for all theatres in Palm Beach and West Palm Beach, prior to his present position.



Coe P. Malphurs

GRAHAM B. JEFFREY

Graham B. Jeffrey, a graduate of Union College, Schenectady, N. Y., is also a graduate of the third class of the Managers' School.



Graham B. Jeffrey

His first assignment after leaving the training school was in Allston, Mass., as assistant manager of the Capitol Theatre. Since then, Jeffrey has managed the Allston, Allston, Mass., Park and Bijou, Bangor, Me., and then the Strand, Pittsfield, Mass. He retired for a short while but returned to New York as a student manager. He is now assistant manager of the Rialto, New York.

WILLIAM N. WOLFSON

A graduate of the fourth session of the Managers' School who has shown rapid progress is William N. Wolfson, present manager of the Strand Theatre, Montgomery, Ala.



Wm. N. Wolfson

Wolfson, who is also a graduate of the University of Texas, was a traveling salesman for a year and a half before he became interested in the theatre industry. Upon Wolfson's graduation from the Managers' School, he was assigned to the Howard, Atlanta, Ga., as assistant manager, from where he was promoted to his present position.

MARTIN L. SEMON

Martin L. Semon, manager of the Georgia Theatre, one of the Publix deluxe houses in Atlanta, has been in the employ of S. A. Lynch Enterprises, Southern Enterprises and Publix for the past ten years, with the exception of one year, when he was manager of the Capitol, Universal's theatre in Atlanta.



M. L. Semon

Before going to the Capitol, he was manager of the Forsyth, Atlanta, and prior to that assignment, was in charge of the Lyric. Semon is a veteran showman, being a graduate of the late Jake Wells' theatre organization. When the Wells' circuit expanded further south than Richmond, Va., Semon was sent to Birmingham as manager of the Bijou, Lyric, Majestic and Orpheum theatres in that city.

JULIUS HEILBRON

Julius Heilbron, manager of the Publix F. & R., Alhambra Theatre, St. Paul, Minn., and often referred to by local papers as the "grand old man of the business," was an independent theatre owner and manager prior to his recent assignment at the Alhambra. Heilbron had been operating the Regent in St. Paul very successfully, when at the expiration of the lease, he was offered the management of his present post.



Julius Heilbron

SUPPER SHOWS BOOSTED WITH SCHOOL GAG

In order to strengthen his supper shows and, at the same time publicize his attraction in the homes of New York City, Ralph Stitt, publicity director of the New York Rivoli Theatre, employed an effective school gag on Harold Lloyd in "Welcome Danger" that clicked at the box office.

Stitt had a mimeographed letter from Lloyd sent out to all the schools in the city. The letter gave the kids some brotherly advice, based on the moral of his picture — "Never be lazy—work hard and you'll always come out on top." With the letter were ten passes to be awarded to honor pupils which entitled bearer to admission at the Rivoli between 4:30 and 6 P.M. PROVIDED HE WAS ACCOMPANIED BY ADULT PURCHASING A TICKET.

The gag accomplished three things. First, it filled the supper show with a hilarious kid audience whose contagious effect is beneficial to any comedy. Secondly, because of the discussions of the letters both in school and at home, it was effective publicity for the picture. Third, it bolstered up the supper show with a number of paid receipts.

Institutional Address Made To Local Kiwanis

Frank Vennett, manager of the Publix Central, Biddleford, Me., and a member of the local Kiwanis club, was recently accorded the privilege of delivering an institutional speech at their weekly luncheons.

Letters were sent to all the members telling them that Vennett's subject was "Publix Theatres and Their Operations," which included comment on the installation and sound effects of new Western Electric outfits.

Cummings Moves

E. R. Cummings has moved his office from Des Moines to the World Theatre Building, Omaha, Nebraska.

"HOLLYWOOD REVUE" SPLASH!

The weather man helped the Publix publicity staff in Detroit to identify the "Singing In The Rain" song with "Hollywood Revue." During a period of rainy days Lyndon Young put a girl on the street in a yellow slicker carrying an umbrella. Copy on the slicker and umbrella was to the effect that "Everybody's Singing In The Rain" at "Hollywood Revue" at the Publix State Theatre.

A special newspaper ad was prepared and placed with local papers with instructions to hold until first rainy day. As the result this ad hit in all papers on a day when it was pouring down rain—with the timely copy and art that "The Whole Town's Singing In The Rain."

A.M.P.A. Issues Its Official Publication

The Associated Motion Picture Advertisers, an organization among which are enrolled many Publix showmen, has issued its first official publication, called "Motion Picture Advertising." The magazine is intended as a practical aid to the men engaged in that specialized field of advertising and publicity, as well as being a short, newsy and instructive resume of what goes on in that group.

PUBLIX OPINION believes that some of the stories contained in this publication are of invaluable benefit to Publix advertising men. For this reason, its pages will be closely scrutinized and anything that is considered of value to the circuit will be reproduced.

Edward McNamee is editor of the new publication. Mike Simmons is business manager and C. Shottenfels, advertising manager.

NEW THEATRE

Publix will build a new theatre in Ft. Fairfield, Maine. It will contain from 900 to 1000 seats and will be equipped with all modern appliances. As in practically every community where Publix is represented, the new theatre will be the finest in the city.

WE'RE RIGHT AGAIN!

Following the tip of PUBLIX OPINION, Manager Joe Koehler, of the Idaho Theatre put the Safe and Sane Halloween Box Office Tonic suggested on Page 2 of the issue of October 4th into effect with tremendous results. The photo below shows the crowd of school kids which swarmed to the special Saturday morning performance, after having signed the pledge and received the admission ticket also shown below. Manager Koehler says the stunt was a great money-getter, inasmuch as it got him lots of newspaper publicity, word of mouth advertising and was a great good will builder.

Mark this on your tickler file for next year and be sure to duplicate this stunt next Halloween!



LIGHT DISCUSSED IN ENGINEERS' LECTURES

STUDENT MANAGERS SPEND WEEK OF SCHOOL COURSE AT EDISON LIGHT INSTITUTE

In the fifth week of their course, the student managers travelled to the Edison Lighting Institute at Harrison, N. J., to study various phases of scientific lighting. Not only was their week crowded full of useful lectures, but they were treated to a most unusual display of electrical prestidigitation.

The first few lectures dealt primarily with the fundamentals of lighting and illumination. Definitions of terms, explanation of manufacturing processes, and descriptions of various types of apparatus, were dealt with by engineers connected with the institute. Of special interest was a talk on the history of the theatre and stage lighting by A. L. Powell (Manager of the engineering department) which was to serve as the background for future discussions on stage equipment and its correct usage.

These lectures were followed by talks on methods of controlling lighting, light measurement, the fundamentals of color projection, the qualities of color producing media, stage lighting equipment, and floodlighting equipment.

Theatre Lighting

In considering color production, Mr. Powell brought out the interesting fact that the primary light colors are red, blue and green instead of red, blue, and yellow as in pigments. When these colors are mixed they produce white instead of black. This was demonstrated through the use of color screens.

Lighting various parts of a theatre was next brought to the fore. A. Rodgers discussed fixtures, coves, atmospheric effects, etc., as applied to the theatre auditorium. Mr. Powell covered the principles of stage lighting, while W. C. Brown dealt with exterior signs. Later in the day A. D. Bell took up the lighting of parts of a theatre other than the auditorium, while A. F. Loewe, who followed him, discussed cleaning and maintenance. A demonstration of stage lighting effects and of home made gadgets that could be used effectively was given by Mr. Powell after that.

Time was taken from lectures during the day to view an electrical display in a miniature city. In a brief half hour the progress of a whole day was reproduced, and a thunderstorm and a rainbow thrown in as if for added measure. The men found it an excellent example of stagecraft.

Color and Moods

The last part of the week was devoted to a consideration of the use of color for the creation of moods in an audience and especially such use of color with music. It was explained that certain colors had definite effects on the nervous system. Thus, red is an exciting color, while blue is a depressing one. In addition there are definite thought associations that have grown up around colors through the ages. Purple is connected with royalty and mourning, white with purity, chastity, and weakness. To prove that the use of color with music in a carefully planned way increases the audience reaction, a concert was presented with full color effects. Records containing the William Tell overture, Wagner's Tannhauser and Rhinegold, and Tchaikovsky's 1812 Overture were played while a full set of stage lights were used as a corresponding color symphony.

The week ended at the Manager's School with a comprehensive examination on sound and light.

ORDERING LAMPS

Include all items asked for on the lamp store requisition blank when you order lamps.

The price schedule booklet issued by the Graybar Electric Company contains the proper information on lamps, prices, order numbers, etc.

Write to the Sunbeam Division of the Edison Lamp Works, 401 Hudson street, New York for Form N-2100, "Price Schedules of Large Mazda Lamps," or refer to your copy of Publix Opinion for August 17, 1929, in which a price schedule was printed.

Trailer Tells of Umbrella Service

Another service idea in the Publix theatres, that is increasing in popularity is the "Umbrella Service," already in vogue in New York, Chicago and other large cities, but improved upon by Lawrence Bearg, manager of the Publix Metropolitan, Boston, Mass.

The improvement has been in the matter of informing the patrons of this new service. Bearg has composed an effective trailer that is flashed on the screen when rain unexpectedly occurs. The trailer informs the audience that umbrellas may be obtained at the check room by depositing one dollar. The monetary charge is merely a deposit on the umbrella, and will be returned to the patron.

INTERIOR LIGHTING

A series of articles on interior lighting by Francis M. Falge, appeared in Vol. II Nos. 53, 54, 55 of PUBLIX OPINION. Read them!

MERGERS ARE "BREAK" FOR AD MEN

Present development of the motion picture industry represents a marvelous break for men engaged in the publicity and advertising end of the enterprises, says Jack Harrower, noted film advertising expert, in an article entitled "ARE WE READY" which appeared in the first issue of "Motion Picture Advertising."

"Where will the merger movement in the industry lead to?" asks Mr. Harrower. "Will it eventually result in one gigantic motion picture combination? Where mergers have taken place in other industries, the general tendency has been to progress still further to the point of mergers of mergers. And there is only one ultimate outcome if the procedure is followed through logically to its conclusion. One all-powerful unit controlling an industry!"

"Can that happen in the motion picture business? Can the fluid, unstable, elusive commodity of ideas be corralled, harnessed, standardized? Can the raw material of the film business, Creative Thought, be treated the same as steel, oil, or any other staple commodity?"

Variety Needed

"The history of the amusement business in all branches has proved time and again that standardization spells dry-rot—decay—loss of public patronage. Nowhere is the public more fickle than in their amusement. Change—variety—novelty. These they demand. And the agencies that have supplied them in any amusement field are the ones that have forged to the top of the heap."

"First we had the audible screen turning the business topsy-turvy. It breathed new life into all arteries of the industry. It brought an indifferent public back to the box-office with a rush. It created millions of new picture fans. Just an idea. A Creative Thought."

"Now comes color photography. It will do the same thing that sound did. Then will follow third dimension. After that, what? A new art, calling for new treatment of the product in all departments. We are taking a vital part, we advertising and publicity men, in the birth of a new giant of twentieth century progress. It has just begun to breathe, stretch its enormous limbs, and scan the realm of amusement which is its domain by right of conquest, of service to

COMPARISON OF COLOR MEDIA

KEY: A—excellent, B—good, C—fair, D—poor.

Medium	Color Purity	Color Permanence	Efficiency	Ease of Handling	Availability
Factory Color Sprayed Lamp	D	A	C	A	B
Opaque Dipped Lamp (dipped in theatre)	D	C	C	A	D
Transparent Dipped Lamp (dipped in theatre)	B	D	B	C	B
Natural Colored Bulb	B	A	B	A	D
Glass Color Caps	B	A	C	C	B
Gelatin Screens	B	D	B	B	B
Glass Plates	A	A	C	D	C

Note:—Glass color plates and glass color caps are not recommended because of their excessive cost.

the public.

Merger Bugaboo

"It is not for us to worry about the merger bugaboo. Whether eventually there be three big combines or one gigantic controlling organization, the advertising and publicity men will still be very much a part of the picture. In fact, more so. We are emerging into an entirely new business. Important departments of publicity will be created to properly handle the specialized fields that a rapidly expanding industry must have. The handwriting is plainly on the wall for these publicity men with vision, and it tells them plainly that their particular field of endeavor is about to enter a phase of expansion and increased opportunities that will call for all the specialized brains the industry has produced."

Clean Outdoor Signs of Theatre Monthly

Flashers need attention. Make sure the flasher-motor is properly oiled and that worn-out brushes are replaced as soon as possible. Commutators need attention.

In general, signs should be cleaned once a month and painted once or twice a year depending on local conditions. Each sign should be checked for burned out lamps every day and these should be replaced as soon as possible. General repairs should be made at the time of painting unless damage is such that immediate attention is required.

MAINTENANCE OF MOTORS

Keep all electrical machinery free from dust and moisture. Blow out occasionally with an air line but see to it that there is no moisture in the air.

Check wear on the bearings from time to time. A smoking motor is a symptom of wear. The bearing will wear if the belt from the pulley shaft to the wheel is too tight. When necessary have the bearings replaced but have the work done by an outside mechanic and not in the theatre.

It is just as important not to have too much oil in the motor as to have too little. Strike the proper balance and keep it. The oil in the cup must be kept at a level because the slip ring in the bearing must be immersed in oil.

When ordering parts of motors for repair or replacement, be sure that all information present on the nameplate of the motor is given.

Select the proper belts for use on driveshafts and wheels. Keep the belt pliable but don't let it get soft and soggy.

In the case of an A. C. motor, the air gap must be measured to see that the rotating part of the motor is not too close to the insulation. A gap measure can be obtained from a local motor dealer.

The sight gauge outside of the motor will tell you if the slip ring is satisfactorily immersed in oil.

When bearings run hot, make sure that the oil well is full of a clear lubricant, and that the oil rings run freely, bringing oil to the shaft. In the case of a new machine, stop running and wash with kerosene. Dirt has probably accumulated and is the cause of the overheated bearings.

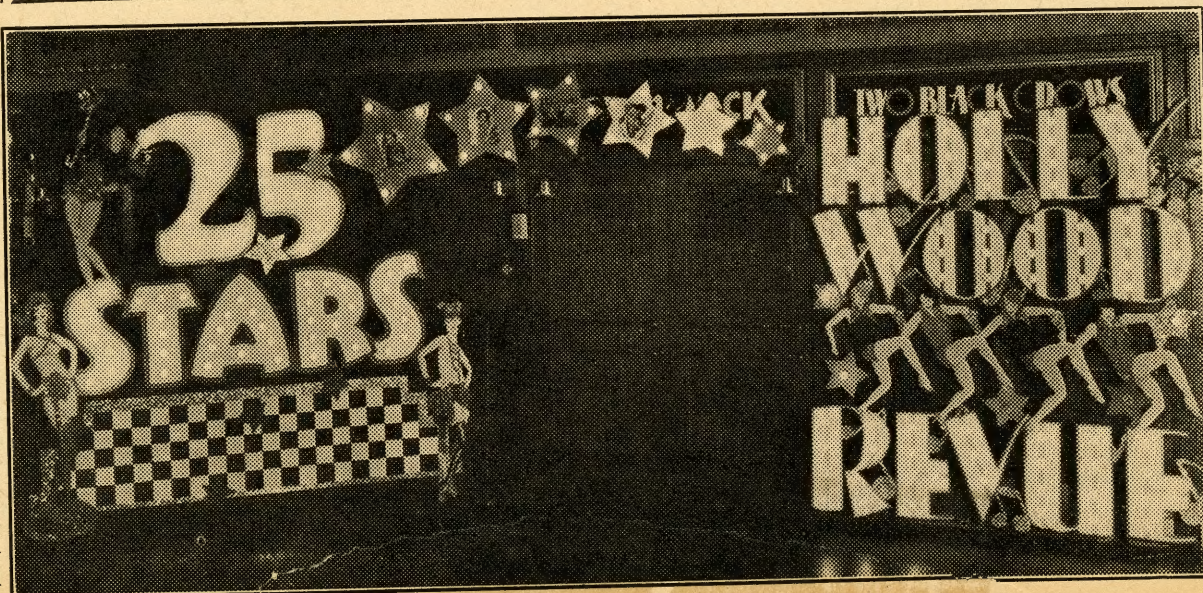
When the bearing begins to get hot after a period of satisfactory service, flood the well with clean oil, leaving the drain cock open and pouring the clean oil in while the machine is running to free the bearing from dirt.

Never use water to cool a bearing.

Because a motor feels hot to the touch it does not follow that it is in an unsafe condition. A motor can stand heat up to 194 degrees Fahr. Water boils 132 degrees Fahr.

SELLING COMING PICTURES

This attractive lobby display is typical of those used by W. F. Brock, manager of the Publix Tennessee Theatre in Knoxville to sell his coming product. This set piece on "Hollywood Revue" has more than two hundred 10 watt lamps in it, and the ones in the cut out stars are attached to flasher buttons, which light them alternately.



RADIO PROGRAM DEDICATED TO 'LOVE PARADE'

A program, diversified and crammed to the brim with musical entertainment, has been arranged for the Paramount-Publix radio hour which goes on the air Saturday night, November 23, at 10 o'clock (Eastern Standard Time) over the national network of the Columbia Broadcasting System.

With Paul Ash, popular orchestra leader, acting as musical master of ceremonies and assisted by such artists as Jesse Crawford, Paul Small, Erminie Calloway, the Paramount Four, and others, the program will be dedicated to the Paramount motion picture, "The Love Parade," recently released.

Many of the tuneful melodies of the production will be featured in the presentation, in addition to the special musical novelties which are to be given by the Paramount Radio Orchestra and popular personalities of the air, under the direction of Ash himself.

One of the outstanding numbers is a special concertized arrangement of the ever popular "St. Louis Blues" which is to be followed by Jesse Crawford, the "Poet of the Organ," playing arrangements of his own.

Paul Small will offer three numbers, one with the Paramount Four called "Collegiate Sam" and two duets with Erminie Calloway entitled "Let's Be Common," and "Nobody's Using It Now." Keller Sisters and Lynch, of Publix circuit fame, are to give several numbers.

Following the singing of "My Love Parade" by Willard Amison, tenor, highlights of the motion picture production will be heard in the form of sparkling dialogue, taken from the script of the production.

Announcer John Carlile will introduce Anne Dorothy Boughman, soprano, who will sing "Dream Lover" and the hour will be closed.

OPPOSITION EXPLOITED

Publix-Balaban and Katz ace merchandisers prove once again the feasibility of the constant exhortation of PUBLIX OPINION to harness unavoidable opposition such as foot-ball, baseball and election day interest to the box-office. The Chicago showmen got the Evening American to build electric score-boards and place them on top of the marquee of the Chicago, Uptown, Tivoli, Paradise and Harding Theatres to announce the Worlds' Series score. A line was carried on each board crediting the newspaper.

For a week prior to the opening game, the American carried stories announcing that the score would be broadcast from the marquees of these theatres and also that periodic results would be given IN the theatre during the games. The theatres thus got plenty of free space and created a lot of good will.



OMAHA HEADQUARTERS

Lea Richmond, district manager of the Hostettler circuit, has headquarters at 640 Electric Building, Omaha, Nebraska.

DUPLICATE THIS WITH YOUR PAPER

An arrangement with the local paper by M. Wainstock, manager of the Publix Regent, Eveleth, Minn., obtained for him a quarter page ad, gratis.

The ad was used elsewhere in Publix Theatres as an aid in arousing patronage and shoppers to the center of town, in the evenings. Inasmuch as the Regent is the only theatre in the town, the ad was devoted to that theatre and was headed "Let's Go To A Show."

SELLING 'GLORIFYING THE AMERICAN GIRL'

By Russell Holman,
Advertising Manager, Paramount Pictures

Peggy Joyce, Ina Claire, Gilda Gray, Marilynn Miller, Ann Pennington, Dorothy Mackaill, Mary Eaton—down the line to the luscious damsels now riding bare-back on 42nd St. in "Whoopie"—the whole Ziegfeld Parade of Peaches—glorifying the American girl.

Ziegfeld, the modern magician of youth and beauty. Greatest revue producer in the world. The man who takes a flap-jack-tosser from Childs' and makes her the toast of Broadway. Who turns shop girls into show girls and millionaires' brides. gorgeously gowned goddesses.

How does he do it? How do Ziegfeld beauties become beauties? How do they dress, do their hair, love and attract rich men? What's their secret? Their joys and temptations?

What man or woman (especially woman) in America doesn't want to know?

Ziegfeld shows you from the inside in the dazzling talking, singing, dancing revue hit he personally supervised "GLORIFYING THE AMERICAN GIRL."

THAT, IT SEEMS TO ME, IS THE MAIN WAY TO SELL THIS PICTURE.

That—and these good box office names:

Mary Eaton—a famous glorified American girl; star of Ziegfeld's Follies, "Kid Boots"; of "The Five O'Clock Girl," and other hits. Heroine of "Glorifying." And showing how girls are "glorified."

Eddie Cantor—comedian hit of the Follies, "Kid Boots," Ziegfeld Midnight Frolic; a big name wherever there's a theatre. Plays a comedy skit in "Glorifying" that's a wow for laughs.

Helen Morgan—star of Ziegfeld's "Show Boat" and Hammerstein's "Sweet Adeline." Not playing a character role here but sitting, all delicious and beautiful, atop a piano and singing "What Wouldn't I Do For That Man?" The way you hear her sing a song in her night club and pay your bill of \$53.50—and like it.

Rudy Vallee—the "It" radio crooner who holds the record for business at the Paramount Theatre. Singing "Vagabond Lover." 150 glorified beauties.

An eye-filling revue in Technicolor.

A picture made by experts. Ziegfeld, Ziegfeld's wizard of stagecraft, John Harkrider. Dances produced by Ted Shawn (of Ruth St. Denis and Ted Shawn); songs by Irving Berlin, Walter Donaldson, Dave Stamper and other hot hit writers; book by J. P. McEvoy, author of "Show Girl"; directed by Millard Webb.

Lay off the back-stage angle; the public doesn't want it.

Tie-ups galore. See the practical ones in the Paramount press sheet. Every store that sells to women is a prospect.

Fill your ads full of dames and names. Especially Ziegfeld's.

Publix to Build De Luxe House in Ft. Wayne

Publix will build a palatial de-luxe theatre in Ft. Wayne, Indiana, which, upon its completion, will be named "PARAMOUNT." The new theatre, situated in the heart of the town, will contain approximately 2400 seats, and will embody the latest developments of theatre building science.

Construction on the Ft. Wayne "Paramount" will begin within the next few days. The general con-

tract for the construction has been awarded to Max Irmscher and Sons, of Ft. Wayne. Announcement of Publix' new showplace in Ft. Wayne was carried on the front page of the local papers and the event was generally hailed as a great boost to the city's progress.

MAJESTIC TIE-UP

Ed Reed, Publicity Director of the Publix Metropolitan, Houston, Tex., has arranged a most advantageous tie-up with his local Majestic dealers. Lou Forbes, stage band leader of the 'Met,' is donating a radio to the orphan's home which is also good for stories and photos in the local papers.

WILL YOU DO THIS?

It must be done before Nov. 29, or it can't be done at all.

Of all the folks in the world who are eager for Early-Shop-ping-And-Sending of Xmas Gifts, your editor knows that the postal authorities are probably the most concerned. Therefore, you may expect December Drive help in any idea that is mutually beneficial. Help from your local postal department, can take the form of free distribution of heralds that sell the "Shop-and-Send-Early" Idea. Unaddressed heralds will be stuffed in mailboxes by letter-carriers, if you sell the idea to your post master. The fact that Paramount Sound-newsreel plans to make a Sound-news subject on the idea gives your local postmaster the encouragement he needs, particularly since the Paramount Sound-newsreel will show his boss, the Postmaster General, making the plea for early mailing.

Don't say this can't be done.

It's a cinch, with the reasons you have at your command!

Get onto this early! Send us specimens so we can brag about the Early Birds who put this one over FIRST! IT MUST BE DONE BEFORE NOV. 29 or it can't be done at all!

With this thought in mind, if you get up an 8-page program-size booklet, the cost of which is entirely paid for by perhaps three or four of your leading merchants who would be interested in free distribution and a good idea, you'd have a knockout ticket-selling thing.

The 8 pages would be used as follows: Page 1, devoted to a front-and-back fold which carries the "Shop-And-Send-Early" message. Page 2 is the plea of the local postmaster for early mailing, etc. Page 3 is a message signed by your merchants who are paying the printing bill, urging early gift selection in their stores; Page 4 gives a list in 6-point type of 300 gifts for men, women and children, available now at these stores. Page 6 is YOUR message about the Big Shows in December that were especially planned in order to distribute the shopper-traffic over four weeks instead of the customary two weeks. Give your choice seats and bargain price arguments a work-out, here. Pages 7 and 8 make a spread that is divided up among all the Publix Theatres in town, listing the entire month of December attractions, giving playdates, picture and star names, shorts, and selling copy for each.

If you can do this, you've done something practical—and at no cost. It must be done before the Xmas rush starts. This means by Nov. 29.

THIS WAS A REQUEST TIE-UP!

George Laby, manager of the Publix Olympia, and Harry Browning, manager of the Publix Uptown, both in Boston, had to talk fast to obtain their first Kresge window tie-up with songs from Al Jolson's picture, "Say It With Songs." Four days later, the manager of the store came to them and ASKED for a tie-up with the next picture also. This is it below. And they haven't missed a week since.



BLUE MONDAY REMEDIES BUILD GROSS

STUNTS FRAMED TO ATTRACT PATRONS

Stunts designed to offset the weekly Monday slump continue to be outlined and placed in operation over the circuit by Publix showmen, according to Vivian Moses, who is in charge of the campaign for Better Monday Business. Some additional measures, which have been found effective in various theatres, are described by him.

"A simple little scheme which plays on human weaknesses is embodied in the series of little folders used by Manager Louis St. Pierre of Rockford, Ill.," says Moses. "Here we have a series of twelve small folders, each one containing an illustration of a human hand with the lines of fortune marked on it, with explanatory text, matter and each one embodying a separate fortune reading. Each folder, in other words, predicts the future for the possessor of a hand marked with lines similar to that in the chart on the folder. Each one of these folders also contains a separate set of beauty suggestions and naturally each folder has space for a theatre advertisement of coming attractions.

"On the first Monday folder A is given out to women patrons, on the second Monday folder B and so on through successive Mondays—the thought being that a woman will keep coming until she has received the folder containing the duplicate of her own hand (and women who are interested will keep coming until they have all the folders, without doubt). Of course, the usual fortune telling dope is used in pushing this stunt with queries such as, 'Do you know that your hand discloses what your face never reveals?' 'Can you read your own character from your hand?' 'What kind of a hand should your future husband have?' and so forth. The folders also contain descriptive lines of an enticing nature in order to create a desire for the next folder—'Next week we will show how your hand tells you how long you live, how many times you have been in love, how you will succeed in fortune,' and so forth.

"As Manager St. Pierre says, it is surprising how many women are keenly interested in fortune telling, either through palmistry or any other means; and nearly every woman will be interested in the beauty hints on the various folders. This manager has copy on these folders which can be had upon request.

Out of Town Day

"For cities and larger towns with smaller towns around them within a short radius this is a very good one day-per-week builder. The plan, as outlined by Manager Bickert, above quoted, calls for the setting by of successive Monday nights to each one of a number of outlying centers.

"Let us say, for example, that the operation is in Dallas, Texas, and that a certain Monday night is made 'Garland' night at the Publix theatre. Through arrangements made in advance with the aid of the Garland Chamber of Commerce about a hundred and fifty feet of film is taken in Garland several days or a week previous in such a manner and such a place as to include numbers of the town's representative citizens.

"This film is well publicized in Garland through the local newspapers and by any other means found desirable; it should be publicized in advance of the making of the picture so as to create desire and anticipation on the part of the citizens to participate, and should be thoroughly publicized

after the shooting so as to create a desire of those photographed and their friends to see what the screen will reveal.

Mass Transportation

"The co-operation which can be secured through the local Chamber of Commerce in this manner is unlimited. Special club meetings can be arranged, fire drills of school children, and other activities playing upon local civic pride. It is also possible to arrange for mass transportation of Garland townsfolk, on the Monday night in question, to Dallas in order to see the picture at the theatre (in this connection, both day and evening performances might be benefited through proper arrangements). Such can be done co-operatively in the town where the theatre is located, as well.

"A tie-up with Dallas merchants might be arranged and some of the Garland folk brought in in time for shopping; local garages and parking spaces might be pro-

SAVE 'EM!

If you are not already doing so, start with the Nov. 1 issue of PUBLIX OPINION and save them, uncut so that you can have them bound every six months, in book form, indexed. We'll send you the index and your local printer will bind them for you for \$2.

In three weeks, a bound volume of all back issues of PUBLIX OPINION will be sent to each Publix Theatre, as theatre property not to be cut or removed from premises. They will be sent to each manager to be accounted for.

moted for reduced rates for those driving their own cars, and other such stunts. In some instances, neighboring towns can be induced

to form a caravan of automobiles, which becomes a sort of civic parade, thus promoting good will for the theatre and good-fellowship amongst the towns-people. It should be borne in mind that the film made of the outlying town should not be so long as to be tiring to the general audience of the theatre. It is a good plan to present such films to the Chamber of Commerce of the town it represents with the compliments of the Publix organization, again building good will for your company.

Let the Camera Help

"We are in the picture business. Pictures are mainly what we purvey. Don't forget that everyone loves to see himself in a picture. Are you letting the camera work for you? In addition to using the camera tie-ups with manufacturing plants, neighboring towns and various organizations, there are numerous ways in which you can build Monday business through playing on this fondness of us all

to see ourselves pictured.

"You will recall one of the simplest of these, used in tie-ups with newspapers by which a local photographer makes pictures at random around a city, these being reproduced in newspaper columns with a circle around certain portions of a photograph and all of those whose faces appear within the circle drawing free admission or prizes, etc. The value of this is through the free publicity you get on account of the newspaper tie-up.

"Amateur photography lends itself to several forms of business building in the theatre. In your town there are, doubtless, persons with amateur movie outfits, these may be promoted to get up an amateur photoplay, which in turn can be handled in such a manner as to bring added local patronage to your theatre; of course, on a Monday. Or a prize contest for amateur local movie shots might be conducted through a tie-up with a newspaper; or a local amateur photographer might be engaged by the theatre to take many shots of crowds in different parts of the town, these to be run in the theatre, with free admissions given to those who can identify themselves as appearing on the screen.

A Good Photo Contest

"A well thought out scheme is offered by Lou Goldberg, publicity agent of the Brooklyn-Paramount Theatre. This is based on the slogan, 'How Well Do You Know Your Own City?' In conducting this contest each Monday, the local theatre is to show on its screen a shot of an obscure locality of the city, and it is the patron's problem to identify this particular spot of his town correctly—the one sending in the most correct answers identifying the obscure points shown being the prize-winner. This contest can easily be tied-up with a local newspaper, very much in the same manner as we have done in the New Show World Contest.

"It lends itself to a newspaper campaign for better knowledge of their town on the part of its citizens. Kodak companies and local camera dealers can be promoted to offer prizes; of course, the pictures should be shown on the screen only on Mondays, each picture being numbered or otherwise identified; blanks can be had only through attendance at the theatre; and numerous other angles can be developed.

"While we are talking of photograph stunts don't forget that an excellent one was described in a leaflet sent out from the Advertising Department originally in February 1926 under number 629 and reprinted under number 23. This was a scheme used under University and High School Beauty Contests, but the plan suggested may be adapted to photographing girls of any class or in any walk of life in town and present the guessing contest as a Monday stunt in the theatre.

WHARTON NOVEL WILL BE FILMED

"The Marriage Playground," adapted by Doris Anderson, author of "The Wolf of Wall Street," from the best selling novel, "The Children," by Edith Wharton, is considered one of the forthcoming year's outstanding pictures, because of the pathos, comedy, romance and drama that revolves around seven attractive lovable children, ranging from the 17 year old heroine to a nine months-old boy.

Lothar Mendes, director of "The Lusion" and "Dangerous Curves," will direct this story of how wealthy people's children live and are affected by divorces and marriages of their parents.

Earle Hall Payne has been signed as manager of the Kentucky Theatre, Lexington, Ky.

MAKING MONDAY MONEY - DAY!

Here is a specimen advertisement from the Minneapolis Journal, one of a series which was run to banish the Blue Monday bugaboo. They helped the grosses in Minneapolis theatres and much of the copy would be applicable in other cities.

WHAT ARE YOU DOING MONDAY NIGHT?

Dinner's cleared away and the twilight turns to darkness . . . comes a wondering . . . "How shall we spend the evening?"

The week-end . . . of parties . . . or trips . . . has been tiresome and you need a change . . . say . . . an evening of enjoyable entertainment . . . in comfortable surroundings . . . that would be just the thing.

And you'll find that Monday night of perfect entertainment in—

A PUBLIX THEATER!

THE HOME OF PARAMOUNT PICTURES

Just gather up the folks Monday night and step down to "The Brightest Spot in Town" . . . any PUBLIX theatre . . . and be entertained like a king! Frankly now, where can you spend a more enjoyable and restful evening?

The very fact that these same PUBLIX theatres are crowded to capacity on Saturday and Sunday is your assurance that they are offering programs you cannot afford to miss.

And . . . you banish the dull worry of Blue Monday in an atmosphere of pleasure with Art, Music, Beauty, Comfort, Service and a thousand other delights to restfully entertain you.

Come . . . enter the fairyland of the New Show World . . . Make Monday night your night to see the glorious shows you missed over the week-end. . . . at these PUBLIX theatres . . .

Minnesota

9th and La Salle

Lyric Theater

711 Hennepin Avenue

Granada Theatre

3022 Hennepin

Unique Theatre

520 Hennepin

Arion Theatre

2316 Central

Century

7th near Nicollet

Grand Theatre

619 Hennepin

Uptown Theatre

2906 Hennepin

Lyndale Theatre

2932 Lyndale Avenue

State

8th and Hennepin

Nokomis Theatre

3749 Chicago Avenue

Aster Theatre

607 Hennepin

Rialto Theatre

735 E. Lake Street

Loring Theatre

1405 Nicollet Avenue

Call Atlantic 6116
for Information on Current Programs!

C'mon. You Hot Shots!!! Try This For December Drive!

**\$100.00
REWARD**

**WHO Can Do THIS??
Who WILL Do It??**

**\$100.00
REWARD**

A SMASH! RIGHT ON THE NOSE!! FOR YOUR XMAS DRIVE!

Here's A Safe, Sane, Practical Thing To Do For Your DECEMBER DRIVE! You KNOW it will sell tickets for you on specific attractions!

For All Four Weeks In December!!!

***You've Done It Before! It's An Old Sure-Fire Gag!
Only Is's in a New Suit of Scanties!***

Start Now, And You Can Do It Again!! Don't Pass Up This Box-office Meat-Hunch! It'll Get You The Money!

STUDY THE PAGE OPPOSITE THIS ONE!

WRITE SOME COPY LIKE IT FOR A SERIES OF 5 FREE PAGE ADS!

SELL 'EM TO MERCHANTS TO RUN IN ALL YOUR NEWSPAPERS!

**IT SELLS A WHOLE MONTH
OF ATTRACTIONS—AT NO
COST TO YOU!!!**

*It's Easy To Do! All It Takes Is CONFIDENCE and Footwork! And WHAT
It Will Get You Is What THIS DECEMBER DRIVE IS ALL ABOUT!!*

IF YOU CAN "YES" THIS, YOU CAN "YES" THAT!!

- (1) You know that in order to stage a four weeks' successful drive, you've got to have four weeks of good attractions! You've got 'em! You already know your December Bookings! Now Sell 'em!
- (2) To sell 'em most effectively, at minimum cost of money and effort, you know you have to yell to the biggest audience in the medium that reaches 'em! That means newspapers, radio or billing—but newspapers first! So we're shooting at the newspapers! You'd love to have one, two, three, four, or, five FREE FULL PAGE-SELLING ADS! You can get 'em with the copy shown in the next page! In EVERY daily paper in town! Neighborhood papers, too, if you try! And Weeklies! All it takes is footwork and confidence! And Effort, with copy like you see in the ad in the adjoining page!

- (3) You can get these free full page ads, because: You know it means money and happiness to everybody if a successful "SHOP-AND-SEND BEFORE DECEMBER 15" campaign is effected. Every merchant wants it, and will help pay to launch it! You're shouting it from the screens for him, free, even tho you don't carry his name! Let him shout, too! You'll give him some reasons in this copy!
- (4) You know that if the public shops and sends EARLY, before December 15, it will release a lot of time for theatre-going in those terrible two weeks before Xmas!
- (5) Hitch those two ideas up in a lot of co-op pages in your daily newspapers:
- (6) Go to The Display Advertising Manager of ALL of your newspapers in town, dailies,

weeklies and foreign language papers! Show them the tieup co-op copy layout, and THEY'LL Gladly turn all their ad solicitors loose on selling enough merchants the idea of pro-rating the expense of publishing this ad five days in a row in each paper in town! You've got to do it today. If you don't do it quick, before the Xmas rush of advertising floods the newspapers, you can't do it at all! Right now, business is slack in newspaper offices! They'll play with you on this idea if you present it BEFORE NOV. 28. They'll put it over in a day or two, and have that much extra space sold. But if you wait until after Nov. 29, they will turn it down because they'll have their hands full with the regular Xmas advertising.

- (7) This is the easiest co-op page you've ever sold or tried to

sell! It has TWO popular appeals—the appeal of the SHOP-AND-SEND BY DECEMBER 15 idea, and the appeal of all the interest that the public ALWAYS evinces in the news of BIG ENTERTAINMENT! Don't spoil this idea by paying for any part of the space yourself! It's your idea, and your promotional effort, which entitles you to your share of its benefits FREE! If for any reason you can't sell a series of these co-op pages, maybe some of your leading merchants will carry a 3-col. inch ad on the idea if you give it to them exclusively for the privilege of running it in all papers, for five insertions. To make sure of it, a screen credit would assure it, but only the WORST salesmen will have to secure the tieup by GIVING UP their screen to sell an idea that ought to get paid for!

BESIDES GETTING THOSE FREE FULL-PAGE TICKET-SELLING ADS,

If You Put This Over

"PUBLIX OPINION" GLORIFIES YOU WITH THESE PRIZES:

**\$25 FOR THE FIRST CO-OP PAGE SENT IN ON THIS IDEA!
\$25 FOR THE SENDER OF THE LARGEST SERIES!
\$25 TO THE SENDER OF THE MOST INCHES OF SPACE!
\$25 TO THE SENDER OF THE BEST TICKET SELLING COPY!**

NOTICE! The page on the opposite side is merely a rough sketch of the idea involved, hastily prepared just before going to press. IT SHOULD NOT BE TAKEN AS A MODEL OF WHAT THE FINISHED PRODUCT SHOULD BE! Limitations of time, space, art facilities, proper type and lay-out experimentation etc. mitigated against us. These handicaps do not exist for you. With eight full columns by 20 inches depth, and the art and layout facilities of a newspaper at your disposal, you should be able to get out a knock-out ad that will sell itself! Be SURE YOUR SHOWS DOMINATE! This idea and copy will work also as a herald—which mail carriers will distribute free, if you see your postmaster and sell him the idea that it's a powerful appeal in behalf of his organization. Hundreds of Postmasters Will Do It! See Box on Page 5, Cols. 1 and 2 for details.

SHOP-AND-SEND BEFORE DEC. 15 !



You get the **FIRST**
choice of the **BEST**
gifts — and make a
happier holiday for
everyone!



THE GIFT SELECTION IS NOW READY IN THES GREAT STORES!!

R. H. Macy & Co.
Jones & Jones
E. R. What & Co.
Tiche-Goettingers
Bon-ton Stores
Stewarts Shop

Marshall Field & Co.
Brandeis & Co.
Jos. Brown Co.
Harris-Emery Co.
Walgreens Everywhere
Fisnoga & Simmis

Gimbels!
Fair Stores
Smith & Dow
B. Slabodkin & Sons
Al Hirsch Shops
Alice Bayes and Gimels

As An Extra Added Inducement to Bring You Downtown Early and Often, we have prevailed upon the PUBLIX THEATRES of This City to present exceptionally powerful entertainment in December!!

You'll get choice seats and bargain matinee prices. You'll have **PLENTY OF TIME TO SHOP AND SEND**, if you'll plan to attend these big shows.

You Only Spend 2-hours in the theatre, and have ample leisure to shop! Bargain Prices, too! 25c to 1 p.m. 50c if you come to any Publix theatre before 6 p.m. Refresh yourself before and after shopping, by seeing the great shows these Publix Theatres have provided for you!

**ENJOY SPREADING XMAS CHEER
BY SHOPPING AND SENDING EARLY**

**You Won't Dare
Miss These Shows!
Your Friends
Won't Let
You!!**

TOLEDO
PARAMOUNT

The Hot-and-Cold Red Head

CLARA BOW

AFLAME IN

"SATURDAY NIGHT KID"

(Add all four weeks of your December attractions)

PUBLIX
PRINCESS

Her first talkie

GLORIA
SWANSON

"The TRESPASSER"

(Add all four weeks of your December attractions)

PUBLIX
RIALTO

HAROLD

LLOYD

Funnier than ever in

"WELCOME DANGER"

(Add all four weeks of your December attractions)

Doors open 11 A. M. Bargain Prices to
1 P. M. and 6 P. M.

MOVIES ARE "NEWS" SAYS HEARST EXECUTIVE

N.Y. JOURNAL HEAD BACKS PUBLIX OPINION'S STAND

Backing up a contention repeatedly made in PUBLIX OPINION, William A. Curley, Managing Editor of the New York Evening Journal, ace metropolitan link of the great chain of Hearst newspapers, declared in a recent issue of "EDITOR AND PUBLISHER" that stories about movies and theatres are decidedly good, legitimate news.

Ever since it started, PUBLIX OPINION has been hammering this message home by means of stories, reproductions of full newspaper pages devoted to the movies, and spirited exhortations in order to convince Publix showmen that theatre and moving picture news IS news and of a type highly in demand by newspaper editors. Now comes official confirmation by the head of the largest newspaper of the largest chain in America, which practically means the world.

In the October 26th issue of "EDITOR AND PUBLISHER," which is to the newspaper world what "VARIETY" is to the show world, Mr. Curley says:

"Live news from Hollywood is good, legitimate news. People like to read movie stuff. You can look at the crowds that stand for hours in front of Broadway to verify this. They like to read about the people they see on the screen.

"This news is given pictorial treatment the same as the rest of the paper, on the assumption that a good still of a movie star is worth a lot of type."

MERCHANTS GIVE PROGRAM SPACE

A detail that is the most important requisite for a successful tie-up, was procured by Bolivar Hyde, Jr., manager of the Publix Polk Theatre, Lakeland, Fla., when he sponsored a Radio Show in the foyer of his theatre.

In all of the radio merchants' ads, heralding the Radio Show, prominent mention was given to the current theatre program as well as to future attractions.

SELL THE THEATRE'S SHOW, NOT THE MERCHANT'S SHOW!

MOVING BILLBOARD TALKS

Two 24 sheets and one 6 sheet, mounted on a Mack truck, made a moving billboard for Ray M. Hendry, manager of the Publix Granada Theatre in Salt Lake City. A battery set phonograph and four loud speakers were used to make it a talking ballyhoo. Moving billboards that talk are just about the last word for DECEMBER DRIVE!



Show this to your local newspaper editors. The statement from such an authority in the newspaper world is bound to carry weight with them. And bear this thought in mind when you're planting stories about your theatre and its attractions. **YOU'RE GIVING THEM SOMETHING THAT THEY NEED AND WANT!**

MIDNIGHT PARTY FOR CLARA BOW

Manager Ollie Brownlee's campaign for "The Saturday Night Kid," was centered around a "Whoopee Party," staged the midnight preceding the opening of this Clara Bow attraction.

A special trailer was run several days in advance of the 'blow-out.' Two hundred streamers were placed in merchants' windows and three large double faced banners were carried as street ballyhoo. Fifty pounds of confetti and four hundred souvenir hats were distributed on the night of the party.

Carlton Winckler Made Field Unit Supervisor

Carlton Winckler has been promoted from stage manager to field supervisor of units. Mr. Winckler for two years was assistant to John Murray Anderson. When individual assistance to producers was discontinued he was made a stage manager with the units, opening in New Haven and taking them to New York.

New Paramount Theatre Praised In Editorial

An editorial, clipped by Ray L. Niles, District Manager of the Northwest Theatre Circuit, from the Bismarck, N. D., Tribune, is a laudatory commentary on the "remodeling of the old Eltinge Theatre, as by processes of artistic magic, into the new Paramount." The editorial also commends the city upon its procuring such a valuable asset.

SHOW THIS TO LOCAL PUBLISHERS!

This big New York newspaper is BRAGGING about the reader interest in its theatrical pages. It's an appeal for circulation. If it's true in New York, it is true, proportionately, in your town. Show this to your publisher. Urge him to have a REAL page daily, devoted to music, movies and theatre — the thing that makes the population of his town buy tickets nearly twice weekly. If it's a small paper, help with contributions of stories, mats, cuts, etc., which are easily available to you.

Theatre, Movies, Music

LOVERS of the theater, movies and music find much to delight them in The Sun.

Reviews and criticisms by men who are authorities in their fields and whose opinions form a satisfying criterion of what is worth seeing and hearing in New York. . . . Entertaining comments and reflections by seasoned observers. . . . Advance news of the plays and the players by writers who are in close touch with sources of information. . . . Gossip, chatter and intimate details that take the reader behind the scenes. The spotlight is turned on the stage and the screen every day in The Sun.

Every day there is a full page devoted to the theater—a page on which Richard Lockridge and Stephen Rathbun judge, amiably and keenly, the season's latest offerings—a page on which Ward Morehouse, himself a well-known playwright, writes his column "Broadway After Dark" and in a breezy, intriguing style makes amazing revelations of the actions and the plans of the prominent Broadway figures.

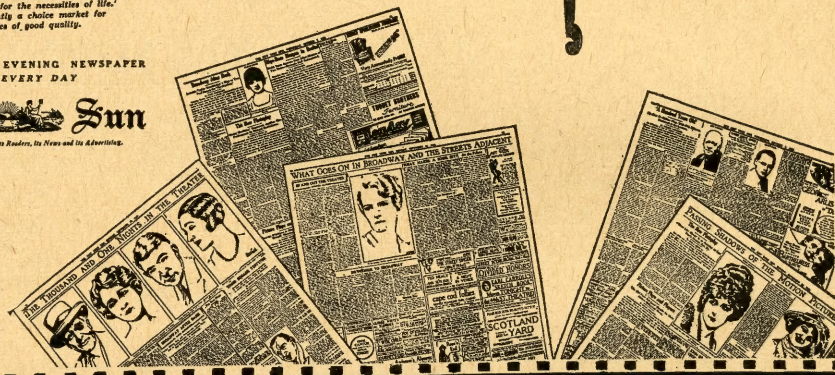
Every day there is a page or so of motion picture news in The Sun—enlivened by John S. Cohen's reviews of the important feature films and Eileen Creelman's fascinating reports of what's going on in the studios and what's being done by the screen stars.

Of the music news in The Sun it is sufficient to say that it is edited by W. J. Henderson, the foremost music critic in America and the dean of them all. No writer has had as wide a contact with famous musicians. No critic has as large a following among music lovers. His reviews of the current musical performances are distinguished because of his penetrating observations and his entertaining style.

People who are interested in the theater, movies and the best in feature films are usually people of means—people who have money to spend for amusements and entertainment as well as for the necessities of life. They are consequently a choice market for all commodities of good quality.

NEW YORK'S BEST EVENING NEWSPAPER
READ IT EVERY DAY

The Sun
The Newspaper of Distinction to its Readers, its News and its Advertising.



CASH IN ON BROADCASTS!

Are you cashing in on the Paramount-Publix broadcasts every Saturday night? The Moran & Mack hour, for example, made it possible for L. E. Davidson, manager of the Publix Capitol Theatre in Sioux City, Ia., to arrange this co-operative window on Crosley radio sets. It occupied the best window of the town's leading department store.



MANAGER TIES-UP TIRE COMPANY

Manager C. D. Haug arranged tie-up with the Firestone Company agency, to advertise "Speedway" at the Publix Strand, Birmingham Ala.

Large banners were placed at Firestone gasoline stations, and service cars carried signs announcing that with every \$5.00 purchase a ticket to the theatre would be given away. The agency also advertised in the local papers and placed stills in all of their tire stores, giving prominent mention to theatre attraction and playdate.

Theatre Obtains Free Space From Newspaper

A successful idea, that netted him three full pages of advertising was sold to the local paper by Manager F. J. Miller of the Publix Imperial, Augusta, Ga.

With each new paid subscriber to the paper, the salesperson received a pair of tickets; the theatre giving two tickets for each picture during the week and newspapers paying for the remainder. The newspaper used large display cuts on all feature ads and all ads were approved by theatre before insertion. This test will run indefinitely on future programs.

THIS PAGE SELLS PICTURE

Leonard Worley is responsible for this splendid co-operative page in the Danville, Ill., Commercial-News, which sold John Gilbert's picture, "His Glorious Night" at the Publix Fischer Theatre. The idea is a novel one and the balance of the copy devoted to the theatre and the show is a liberal one. We'll watch Danville put over the December Drive Co-op Page shown in this issue.

DANVILLE, ILL., COMMERCIAL-NEWS

ON THE STAGE
ENTIRE NEW SHOW TODAY

CLIFF NAZARRO
"THE DIMINUTIVE SINGING FOOL"

Our New Master of Cere monies
Rudy Jazz Hounds
Danceland Limited

—with—
HARRY BROGUS and DOROTHY BARNETTE

BRUNO WEISE & CO.
SENSATIONAL EUROPEAN NOVELTY

Parsons and
Hawks
Popular
Songs
Classified

Now! GRAHAM PAGE
Department
Service

Victor Radio
Smith's Radio Sales & Repair Shop
12 N. Main St.
Danville, Ill.

LANDMAN & VOIT
12 N. Main St.
Danville, Ill.

TAKE A
SHOPPING
TRIP
WITH
JOHN GILBERT

THE VOICE OF THE GREAT LOVER!

A Great Investment—Publix Entertainment

FISCHER
A PUBLIX THEATRE

TODAY—MONDAY—TUESDAY

Stage Shows at 3:00 — 5:00 — 7:00 — 9:00
Pictures at 1:30 — 4:00 — 6:00 — 8:00 — 10:00
Prices Today — Adults 60c; Children 25c

12 O'CLOCK
Twelve O'clock—You are driving home from the card party or theatre—So far you have had a "Glorious Night." Then what might happen—A tire down—Out of gas! Will such things mar your "Glorious Night"? No! Just phone 44 and Belt's Road Service Truck will be there in a jiffy.

24 HOUR SERVICE
At Belt's 100% Service Station
—Road Service
—Tire Service
—Fuel Service
—Lubrication and Oil
—Car Washing
—Battery Service
—Greasing
—Waxing Service

Belt's
Better Tire Service
"Over Top Top"
Complete Service
1st Door West
of Publix
Car Wash and
Tires
Phone 44

1 O'CLOCK
You can go anywhere, at any time, and stay in perfect condition on your return if you have a General Electric Refrigerator. Full Service. Always with you. Write for Free Booklet.

2 O'CLOCK
SUITS
30
C. W. Myers
22 N. Main St.
Danville, Ill.

3 O'CLOCK
TELEPHONE
AT LAST!
C. W. Myers
22 N. Main St.
Danville, Ill.

4 O'CLOCK
C. W. MYERS
22 N. Main St.
Danville, Ill.

5 O'CLOCK
Grab-It-Here
Where the Best Service is Done
C. W. Myers
22 N. Main St.
Danville, Ill.

6 O'CLOCK
WOODBURY BOOK CO.
You Can Get the Appropriate Needs for Either Maak or Party Goods at
Woodbury Book Co.
22 N. Main St.
Danville, Ill.

7 O'CLOCK
F. P. Meyer Shoe Co.
Every Night
NUNN-BUSH
NUNN-BUSH
Is On The Air
22 N. Main St.
Danville, Ill.

8 O'CLOCK
LANDMAN & VOIT
12 N. Main St.
Danville, Ill.

9 O'CLOCK
Victor Radio
Smith's Radio Sales & Repair Shop
12 N. Main St.
Danville, Ill.

10 O'CLOCK
Now! GRAHAM PAGE
Department
Service

11 O'CLOCK
His Glorious Night
C. W. Myers
22 N. Main St.
Danville, Ill.

—On The Screen—
The voice of the screen's greatest lover! Now you hear the words he murmurs! As he presses burning kisses on her lips! As he says the things which make her yield in abandon! No pantomime now, but thrilling, speaking love-making! John Gilbert is all you'd hoped he would be. A palace, radiant, impetuous lover! You'll be captivated with his first all-talking romance! Overcome with the deep tenderness of his speech!

John Gilbert
"HIS GLORIOUS NIGHT"
ALL-TALKING
Picture with
KATHERINE DALE OWEN
NANCY OWEN
Directed by
LIONEL BARRYMORE

His Voice
Is Thrilling
You
Hear
Him
Plead

HERE'S
THE
SUREST
SIGN
OF THE
BEST
SHOW IN TOWN

Where
Entertainment
And Courtesy
Service are Combined To
Make Your Theatre Visit a
Most Delightful One!

MOVIE EDITOR'S TIP-OFF TO PUBLICITY & AD MEN

A mine of valuable tips for Publix publicity and advertising men is contained in the article entitled "PRESS AGENTS—PLEASE COPY!" by Regina Crewe, Motion Picture Editor of the New York American, in the first issue of Motion Picture Advertising, the official organ of The Associated Motion Picture Advertisers.

"Despite the sad truth that the wastebaskets of motion picture editors overflow with press agents' copy," says Miss Crewe, "it is so easy for a film publicist to land his pictures and people prominently in the daily papers, that failure to score six times in seven evidences unfitness for the field.

"It isn't sufficient to clutter up the mails with reams of material. Quantity can't pinch hit for quality. Every time an item is sent on its way it should be regarded as a bullet. If it doesn't hit the mark there's something wrong with the aim or the ammunition.

"It is surprising how many press agents apparently believe that a tenth carbon copy on paper of "Specialist" quality is good enough to carry their message to an editor in a position to place it before a million potential customers. In the conduct of a daily paper there is small time for cross word puzzle working. If copy is not legibly presented, it goes straight to that place which is paved with good intentions.

"It is surprising, too, how many press agents seem to feel that publishers pay fat salaries to border-line mentalities. That motion picture editors are an inferior type of humans who don't know just what it is all about, and will swallow the most ridiculous tripe, hook, line and sinker. It is an error to attempt a bamboozle. And it is an error to submit stories that insult even a sub-normal intelligence.

"Composing rooms have an amazing faculty for losing copy. The motion picture editor, therefore, declines to take a chance on sending up an item presented on some tiny scrap of paper. If you submit a dozen stories your chances of seeing them in print are infinitely higher if each is typed upon a separate full-length sheet with margins for editors' marks and linotype grips and a decent space at top for a head.

There are strange things in newspaper offices called "dead lines." When one passes it means that your copy is out. Not only for that day—but forever. There will be later stories for later editions. It would seem simple efficiency for the press agent to familiarize himself with the dead lines of the various papers and guide himself and his copy accordingly.

Alexander Bell went to quite a little trouble to invent the telephone. It will carry your last minute story directly to the ear of the editor. Not only will the courtesy of the call be appreciated, but the contact will establish you as an outstanding personality in the mind of the editor. Your copy will receive extra consideration because of its association with you. Incidentally why not keep posted on the home address and phone number of the editor just in case you want to reach him outside office hours?

"Space is more easily available on some days than upon others. Newspapers don't observe holidays, although press agents do. A little ingenuity in planning a story to arrive on the day following a holiday is fairly sure to attain results. Monday is a notoriously easy day upon which to "crash" space. Remember, too, that ordinarily the editor is limited as to space. Omit the flowers from your copy. Adjectives are only deleted anyway. And like as not their presence will result in the deletion of the entire item. "Get it right and write it short" is a sound maxim."

"Play square with the editors; if there's a story you don't want printed, you'll accomplish your

Miss Crewe, whose syndicated material in the Hearst newspapers reaches over a million readers, speaks from a broad background of newspaper and editorial experience. With the informality and candor that has endeared her to members of the film industry, she sums up in terse, pithy paragraphs her opinion on what constitutes acceptable copy. It stands to reason that the press agent who neglects to read this article is his own worst enemy.

purpose by confiding in him, and he won't break faith. But if you attempt to deceive him, he'll never forgive you, and he'll get the story anyway. And don't play favorites. Give the boys and girls an even break. They don't like to be scooped, and they'll be inclined to peevishness if they believe you instrumental in causing them to be.

"Motion picture press agents and motion picture editors depend largely upon one another's aid in retaining their jobs. A closer co-operation, a little more care and consideration will secure bigger and better salaries for both of us."

BAND LEADERS CHANGE

Al Morey, formerly stage band leader at the Publix Paramount, Omaha, Nebraska, has replaced Del Delbridge, in the same capacity, at the Publix Michigan, Detroit. Bobby Jackson, formerly at the Indiana, Indianapolis, will take Morey's place in Omaha.

ANOTHER THEATRE LEASED

Publix Theatres has leased from the Blackstone Theatre Corporation, the Blackstone Theatre in South Bend, Ind., for a term of 10 years.

Gary Theatre Opens

The Publix Tivoli Theatre, Gary, Ind., opened November 17. Clark C. Rader has been assigned as manager.

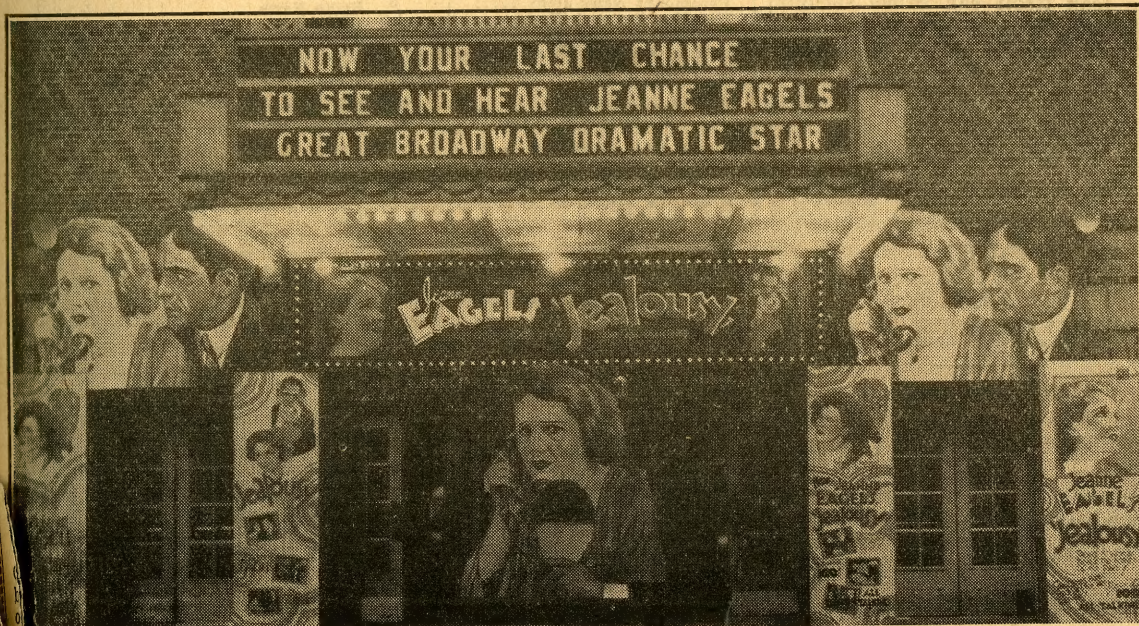
Managers Attention!

In certain sequences of "Welcome Danger," Harold Lloyd's first talkie, great care should be taken that, in dropping the frame-line so that the entire head of Lloyd and other characters of the picture are contained within the frame, the effectiveness of the gags are not spoiled.

Particular reference is made to the dish-washing and turtle scenes. In the dish-washing scene, part of Lloyd's head is cut off by the frame line. Projectionists should be warned NOT to sink the picture to correct this, inasmuch as that will drop the dish-basin beneath the lower frame line and the gag of putting dry dishes back into the dirty dish pan will be spoiled. Similarly, in the turtle scene, the picture should not be sunk to such an extent that one cannot see the turtle upon whose back the candle is placed. Otherwise, it would seem as if the candle were being placed on the floor and its subsequent moving away would be pointless.

THEATRE HONORS JEANNE EAGELS

Joseph Rosenfield, manager of the Publix Tower Theatre in St. Paul, writes that he seldom takes a picture of his theatre front, but he had this photograph taken in remembrance of that former great actress, Jeanne Eagels, whose recent death increased interest everywhere in her talking pictures.



YOU HAVE THE
MERCHANDISE
SELL IT!

Publix Opinion

The Official Voice of Publix

YOU HAVE THE
MERCHANDISE
SELL IT!

Vol. III

Publix Theatres Corporation, Paramount Building, New York, Week of November 22nd, 1929

No. 11

It is a matter of common knowledge that a man's true ability may best be judged by how he acts under a strain. The coming December Profit-Drive will serve as an illuminating commentary on the individual ability of our man-power.

—SAM KATZ, President, Publix Theatres Corp.

"Leave no stone unturned to help Publix maintain the high standing it holds in the world of theatres."

Publix Opinion

Published by and for the Press Representatives and Managers of
PUBLIX THEATRES CORPORATION

SAM KATZ, President

A. M. BOTSFORD, Dr. Advertising

BENJ. H. SERKOWICH, Editor

J. ALBERT HIRSCH, Associate Editor

Contents Strictly Confidential

EXPLAINING ONE FLOP!

A few weeks ago, Your Editor was visiting at the desk of the City Editor of a daily newspaper in a 100,000 population town. A theatre manager came in, chirped "Hello!" to the City Editor and tossed a pressbook for "The Lady Lies" onto the desk, together with a few stills, mats and a copy of "PUBLIX OPINION."

"You'll find all the dope on 'The Lady Lies' somewhere in this stuff," blandly announced the theatre manager. "Just pick out what you want to use and throw the rest away!" he added, as he walked out.

The city editor re-lit his pipe, and with a single motion of his foot (his feet were cocked up on the desk) he swept the whole pile of "The Lady Lies" selling material neatly into a huge waste-basket.

"No brains and a lot of guts!" grunted the City Editor, to this writer.

"Why the devil should I read thru all that stuff to get the meat of it. If I did that, I'd never have time to do my own work or think about my own problems. If that guy expects me to do his sales-chores, he's crazy!"

Your Editor agreed. He also made it a point to watch the "sales effort" this manager had given his attraction. It consisted merely of canopy copy, lobby posters, advance trailer, and a series of small ads that merely gave the theatre name and address, playdate, picture title and names of the stars.

What a shame that he let his \$1,250,000 theatre, and his \$1,000,000 show take a seven day beating at the box office. We hope the manager will read this message and recognize himself before his district manager does. For his benefit, we'd like to offer these few elementary suggestions:

1. Pressbooks, manuals, and PUBLIX OPINION should never be given to newspapermen, or taken from the theatre. They should be studied there, and typewritten material prepared from them. News copy should be double-space typing, on one side of the paper—and should be NEWS, not advertising. You're paid to do your own thinking.
2. News that benefits your enterprise must be prepared in such a manner as to be of minimum effort for the newspaper editors, if you expect them to use it. If you expect to tell your message to the thousands of newspaper readers, go about it as seriously as though you were addressing them orally from a platform.
3. Display ads that merely announce are non-effective. Give enough alluring information and desire-creating enthusiasm to your ads, and they'll sell tickets. For instance the names of the stars, and the name of the picture "Lady Lies" is not enough to sell tickets. You MUST say something in addition that gives a reader reasons WHY that attraction compels attendance.

To become a thoroughly competent writer of advertising that sells, and publicity that is printable and convincing, requires as much thought, training and experience as it does to become a top-notch doctor or lawyer. You can't expect to learn it in a minute, but you can give it the respectful study and effort that its practice demands.

These million dollar theatres and million dollar shows require equitable return on investment. That return can only be had by skillful and conscientious merchandising. We think it's too big a job for amateurs—but if amateurs are to be developed and put in the position of making the effort, then Publix Opinion thinks they should be fully conscious in advance of the responsibility that rests upon them. They should be guided by all available information and experience of others and not be hesitant about asking for help.

SOUND TIPS

From Publix Department of
Sound and Projection.
HARRY RUBIN, Director

SOUND BULLETIN No. 35 Grid Leak Trouble

The records show an increasing percentage of movietone troubles due to loose or dirty grid leaks in the P.E.C. amplifier.

These grid leaks are arranged in clips so as to be readily removable. Very high resistances of this sort are apt to be unreliable and to go bad suddenly. However, the arrangement has been found to lead to another sort of trouble, noisy sound, fading, loss of volume and even total loss of sound, due to the spring clips that hold the leaks losing their tension, or to dirt or oil.

The leaks can be seen on the left side of the movietone amplifier as you open the door. The one that connects to the lead from the photoelectric cell should be of half (0.5) megohm value. The other, which is across the grid of the first tube of the amplifier, should be of ten meg value. Ten meg leaks are always marked, but sometimes the half megs are not. An unmarked leak can generally be taken to be a half megohm. If it is not a considerable difference of volume between the two machines will be noticed when a leak known to be a half meg is used in one and the unknown leak in the other.

In case of movietone trouble, particularly noisy movietone, it will be well to pay attention to these leaks. In searching for noise in movietone a good order of attack is 239A tubes, B batteries, and then grid leaks. From there to photoelectric cell, slit assembly telescope, exciting lamp, loose connections. This list does not include sprocket-hole noise due to the sound track being out of line, as that is usually identifiable at once by the character of the sound.

While the leaks on occasion go bad, the chief trouble seems to be loosening of the clip tension. The clips can easily be bent to take a firm grip, and are not likely to break off unless bent too often or too far. Dirt, AND PARTICULARLY OIL, between the clips and the leak itself can cause serious trouble. Simply rotating the grid leak in the clips will usually show up this source of noise. The leak should then be removed at the first opportunity and it and the clips carefully cleaned, and the clips adjusted for good tension.

It is good practice to keep a

**AT YOUR
NEW YORK
THEATRES**

WEEK OF NOV. 22

THEATRE PICTURE
Paramount, Saturday Night Kid
Rialto, The Trespasser
Rivoli, Welcome Danger
B'klyn Paramount, Welcome Danger
Criterion (\$2), The Love Parade

FILE THIS! IT WILL HELP PLAN PROGRAMS

Watch Publix Opinion for this service in every issue! Watch the trade papers for it, too!

LENGTH OF FEATURES

Record No.	Subject	Make	Foot-age	Run'n'g Time
	Painted Angel—7 reels (AT).....	1st Nat'l	6287	70 min.
	The Kiss—7 reels (S).....	MGM	5600	62 min.
	Song of Kentucky—9 reels (AT).....	Fox	7150	80 min.
	Battle of Paris—8 reels (AT).....	Paramount	6205	69 min.
	Tamed Legs—8 reels (AT).....	RKO	6100	68 min.
	Sacred Flame—7 reels (AT).....	Warner	5720	64 min.
	(AT)—All Talking			
	(S)—Synchronized			

LENGTH OF TALKING SHORTS

PARAMOUNT				
	News No. 29.....		915	10 min.
	News No. 31.....		900	10 min.
	The Mighty (Trailer).....		230	3 min.
	Applause (Trailer).....		260	3 min.
WARNER				
901	Jans & Whalen—"Two Good Boys Gone Wrong".....		850	10 min.
903	Fred Allen's Prize Playlets.....		520	6 min.
908	Horace Heidts Band—"Musical Moods".....		625	7 min.
912	Jerickson & Brown—"A Song Drama".....		475	5 min.
MGM				
	Stepping Out.....		1805	20 min.
TIFFANY-STRAHL				
	A Song of Spain.....		870	10 min.
Length of Synchronous Shorts				
PARAMOUNT				
	In the Shade of the Old Apple Tree (Song Cartoon).....		720	8 min.
COLUMBIA				
	Hell's Bells—(Disney Cartoon).....		525	6 min.
	Springtime—(Sound Cartoon).....		550	6 min.
CASTLE				
	Where Flowers Bloom.....		946	11 min.
VISUGRAPHIC				
	A Stitch in Time.....		682	8 min.
Length of Non-Synchronous Shorts				
PARAMOUNT				
	News No. 29.....		880	10 min.

few spare leaks in the booth. These should be ordered from Electrical Research. In case of emergency, however, they can be secured from any store stocking radio supplies.

"Trespasser" Places No Trespassing Signs

Countless number of signs placed on the highways and in

wooded sections of Lowell, Mass proved to be effective word of mouth advertising media for "The Trespasser," at the Publix Merrimack Square Theatre.

Manager Nathan Silver placed the following copy on the sign: "Trespasser Beware Before You Trespass, See Gloria Swanson in Publix Merrimack Sq., Starting Sunday, Nov. 17."

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Thanksgiving Hints		Sound Tips.....	12 3
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Gold Diggers.....	7 1	Pre-View Instructions.....	2 2
Love Doctor.....	7 5	Meet the Boys.....	3 2
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Football Tie-up.....	5 3	Valley's Premiere.....	1 4
Free Newspaper Ad.....	5 2	'Virginian' on Rampage.....	2 4
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